



Next-gen application delivery controller for DevOps: The changing tide

Presented by Dave Blakey

# SNAPT INTRODUCTION



In business since 2012,  
500% year-on-year growth.



65% US, 20% Europe, 15% Asia/Other.



Large Fortune 500 presence.



Established footprint in over 60 countries.



Built to handle, automate and manage  
scale and complexity



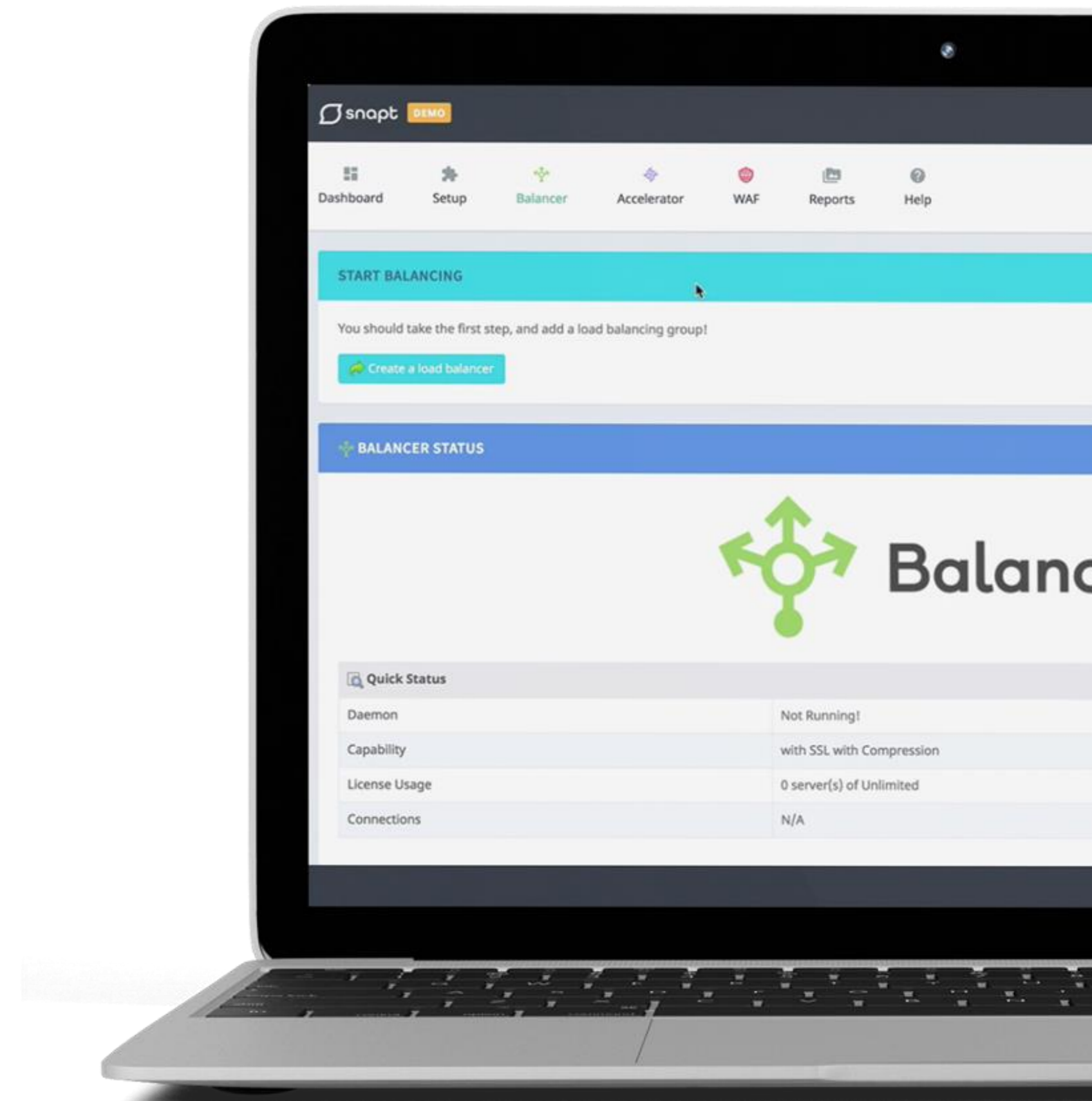
Bleeding edge full feature software-only  
ADC: L7 LB, Web Accelerator, WAF, GSLB.



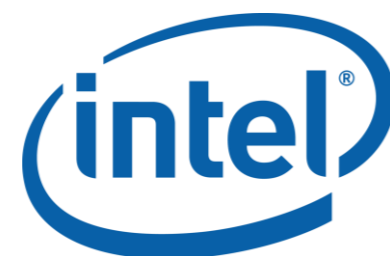
# ADC INDUSTRY TRENDS

- ↑ Data transactions.
- ↑ Need for uninterrupted communications at scale.
- ↑ Complexity of network architecture – microservices, hyper scale, multi-cloud, multi-location.
- ↑ Overall business risk – compliance, external threat management.

DevOps and tech stacks responding to how these trends are managed where legacy solutions are ineffective.



# LIGHTHOUSE CUSTOMERS



Monotype



USER OVERVIEW

# VERTICALS AND TARGETS



Small, medium  
and enterprise  
businesses.



Financial services, IT,  
education, healthcare,  
retail, ecommerce.



Focused on value innovation and new  
services and technology that increase  
performance and reduce TCO.



10 – 10,000  
employees.



Leading edge,  
modern, flexible and  
agile organizations.



DevOps focused, with usually the most  
senior IT decision maker choosing the  
technology.

# SNAPT AND THE NEXT GEN USER

**DevOps** has changed the game.

**Applications** are not delivered or designed how they were 20 years ago.

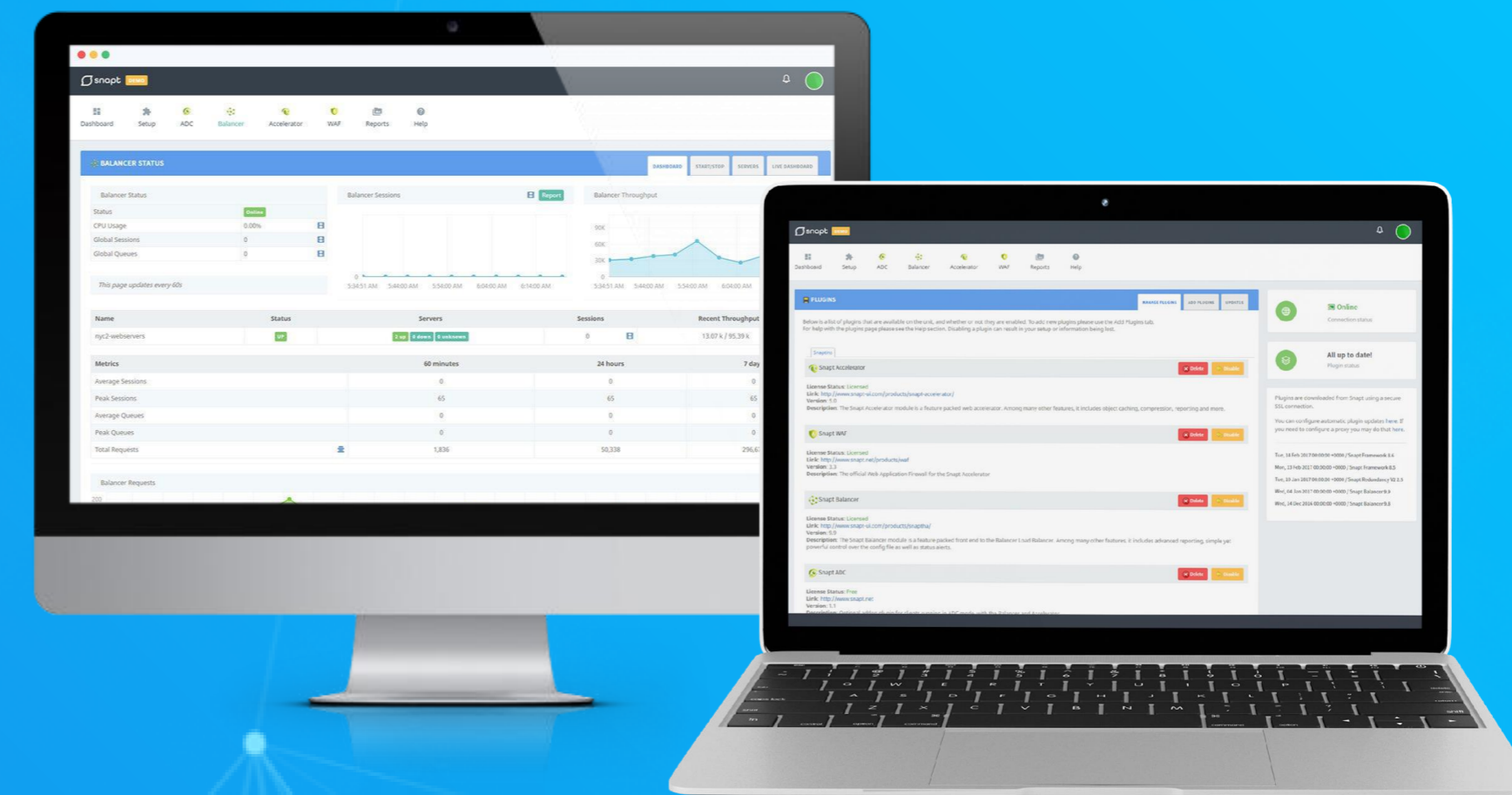
**Existing vendors** deliver resource intensive virtualized solutions based on old requirements.

**People are paying** for overhead, costs, and support to bridge the gap.

They **lack agility**, flexibility, customizability.

## They don't understand the new user:

- Multi-disciplinary engineer
- Focus on the application as a whole
- DevOps-like user
- ADC should stay out of the way, set-up fast.
- Focus on performance, monitoring, metrics.



# NEXT-GEN USER PERSONA

AGE: 25 – 34, 35 – 45

- | CTOs and heads of business departments.
- | DevOps & infrastructure architects.
- | System engineers and administrators.
- | Cloud software and platform architects.

## CHALLENGES:

- | Highly available services.
- | Improve performance of critical services.
- | Security of data and servers and drive business costs down and reduce TCO

# HOW DOES SNAPT SOLVE PROBLEMS?

Modern models built around use cases.

Ease of use and deployment.

Flexibility is key – neutral deployments, full APIs.

Low impact on business and compute resources.

Modern support - knowledgeable in-house DevOps experts.

Focus on metrics and performance of an application.



SOLUTION INTRODUCTION

# PRODUCT OVERVIEW

## Snapt Balancer

Powerful Layer 7 load balancer with rules, ACLs, HTTP/S support and more.



## Snapt Accelerator

Web Accelerator minifies, compresses, optimizes, combines and accelerates your site.



## Snapt WAF

Web App Firewall to protect against threats including SQL Injections, DoS attacks and more.



## Snapt GSLB

Global Server Load Balancer to route traffic through datacenters around the world.






SNAPT IN THE ENTERPRISE

# BUSINESS CASE

## Business needs

-  TCO – license model, compute requirements, development and maintenance overheads, etc.
- Risk – threats, compliance, support, etc.
- Revenue – CX, retention, conversion.
- Low impact - business and compute resources.
- Low training and risk.
- OpEx vs CapEx

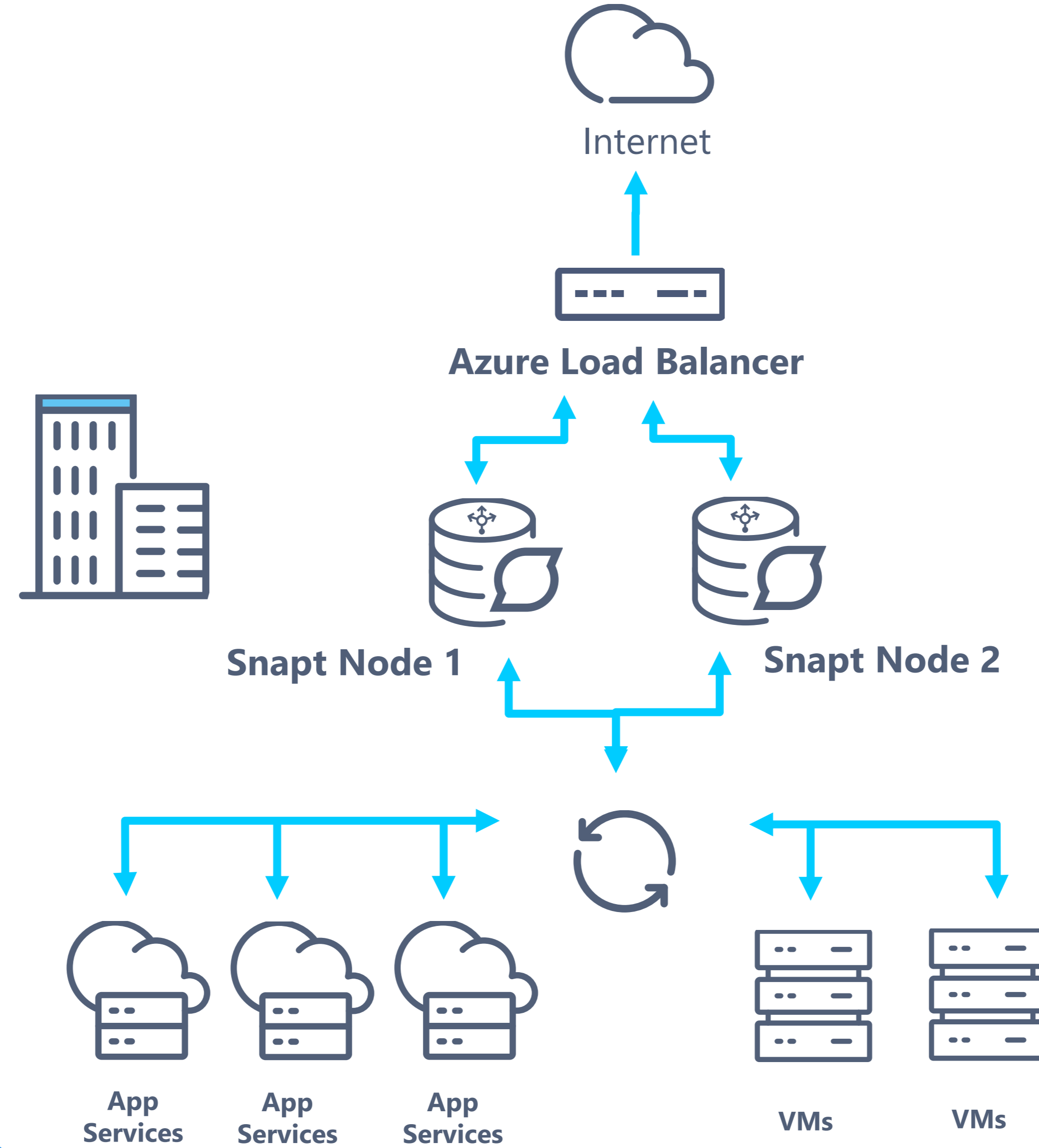
## Tech needs

- Flexibility is key – neutral deployments, **full APIs**.
- Environment agnostic
- **Business model that suits DevOps**
- Focus on metrics and performance of an application.

## Tech needs

- Built with user in mind by super users.
- Easy config, set-up and maintenance.
- Real time and dynamic management, reporting and alerts.
- Modern support - knowledgeable in-house DevOps experts.
- Integrates with users environment – Slack, email, mobile, etc.

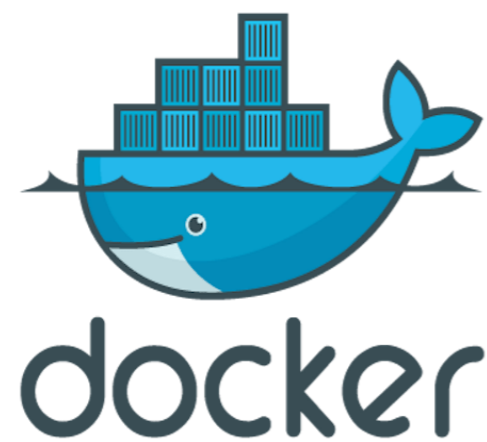
# WHERE SNAPT IS DEPLOYED





TECHNOLOGY PARTNERSHIPS AND SOLUTIONS

# KEY TECHNOLOGY PARTNERS





CASE STUDIES

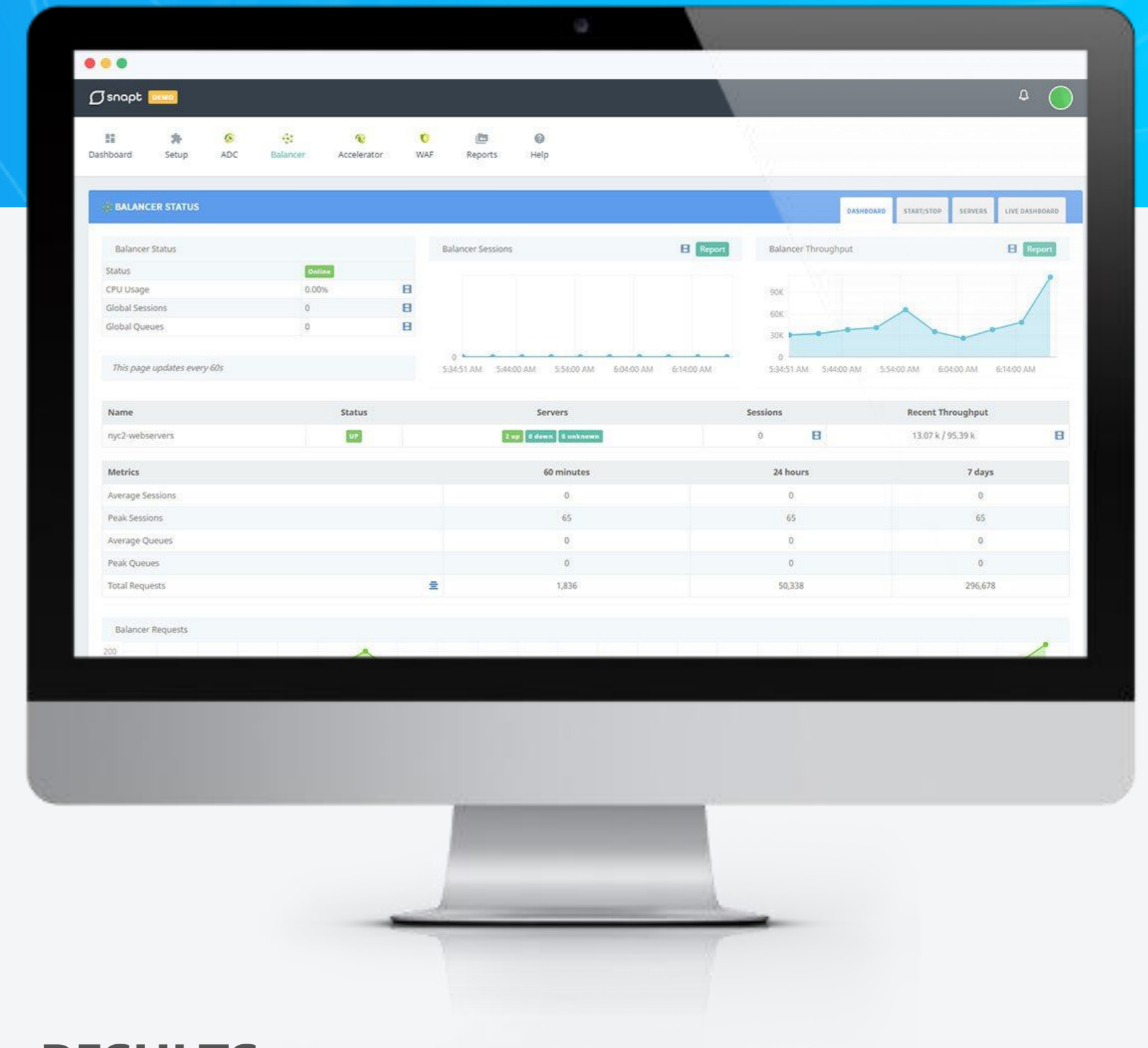
A top managed service provider for **3 of the top 10 banks in the United States** evaluated the key players in the ADC market, based their requirements on F5's merits, but ultimately went with Snapt to provide high availability, up time and reduce failover for their clients.

## PAIN POINTS:

- Failure to meet uptime or SLA requirements
- High-availability requirements
- PCI compliance
- High cost of other solutions

## WHY SNAPT?

- Snapt intelligently monitors services and ensures up time
- Snapt is provides high availability to services.
- Competitors are costly, and maintenance is very expensive.
- Snapt is capable of re-encrypting traffic, allowing intelligent load balancing
- Snapt ensures PCI compliance.



## RESULTS:

- Redundancy and disaster recovery
- Business critical uptime and SLA requirements met
- High availability requirements met
- PCI compliance met
- Best TCO compared to other providers

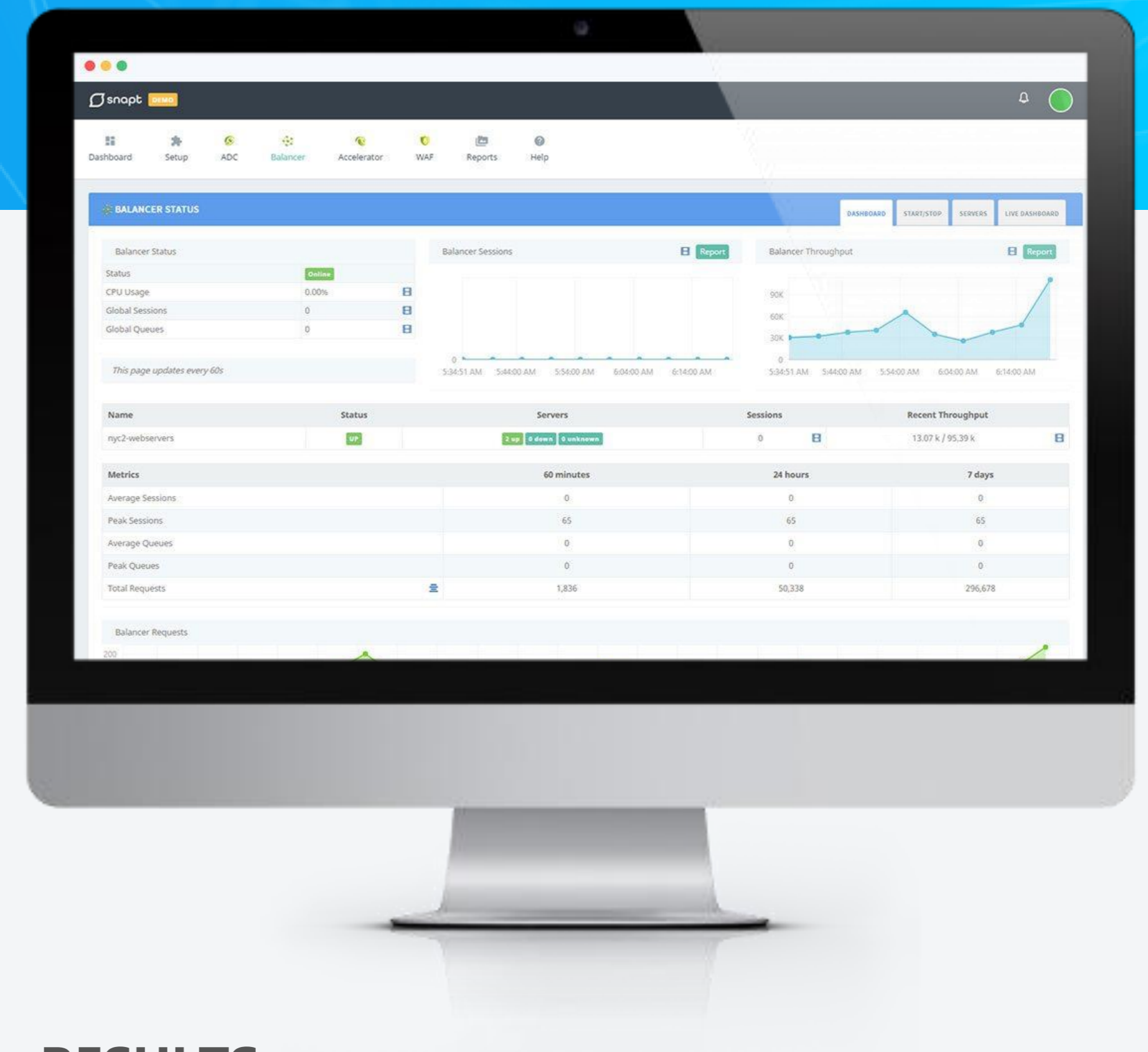
A global toy manufacturer and digital content provider has deployments in many countries, on many different cloud and private platforms.

## PAIN POINTS:

- They need a high-performance, low overhead system that is unified across all environments, and has a very high level of support.
- Additionally, they want to run the ADC on SUSE due to a contract with the vendor.

## WHY SNAPT?

- Snap provides them with bursts of several hundred thousand requests per second on low spec devices.
- The pricing model allows them to deploy 85 unique ADCs in different network segments and physical locations.
- The support included in the standard enterprise product is of a higher level than any paid-for support from competitors.
- Snap automatically integrates with their in-house logging platform for alerts and notifications.



## RESULTS:

Deployment of a powerful ADC solution, with low impact on both financial and organizational resources, with the added benefit of support in under 3 minutes.

They have been a Snap client for 4 years.

# WHY SNAPT

Built for DevOps and the future market.

Functions as a trusted solution in the flow of the engineer.

Understands, analyses and communicates valid data.

Environment agnostic.

Works in pure software.

Truly operates at Layer 7, and prevents downtime at any cost.

# SNAPT IMPLEMENTATION

- DEMO
- POC
- CONSULTATION
- SUPPORT
- UP AND RUNNING
- TIMELINE: LESS THAN 30 DAYS



# THANK YOU FOR YOUR TIME

SNAPT

[sales@snapt.net](mailto:sales@snapt.net)

408 462 0990

**WEBSITE :** [www.snapt.net](http://www.snapt.net)

**CONTACT:** [sales@snapt.net](mailto:sales@snapt.net)